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File with 1432

WESTERN MAINE FOREST NURSERY FRYEBURG, MAINE

MAINE TREES ...

Strong, Handsome and Sturdy
Winter and Summer!

Up here in Maine we don't often have a chance to personally meet our friends and customers ... so, when we get out our semi-annual price list, we feel just as though we were talking with you. Wish we were.

We have some good news this year - you guessed it - our prices are down. Please, though, bear in mind that our quality is 100% the same as it has always been.

Our real values come from a thriving nursery to which you may come year after year for trees - advice - and information.

We want you to know that last year we sold over one and a half million trees ... which, we believe, is proof of our high quality standards and reasonable prices. This is an increase of 500,000 over 1930.

On the next two pages we have briefly told you how to take care of your trees. After filling out the order blank, won't you send it along to us in the enclosed envelope - which requires no postage?

Sincerely yours,

T. C. Eastman

WESTERN MAINE FOREST NURSERY

E/d

YOUR PRACTICAL QUESTIONS

OUR HONEST ANSWERS

1. *What sort of a place have you up in Maine?*
2. *About how old and how high are your trees?*
3. *How do the trees come to us?*
4. *Some concerns charge for packing, boxes, etc. Do you?*
5. *How long from the time your trees are taken from the ground is it before they are shipped to us?*
6. *Are they tagged so we will know which is which?*
7. *What do we do when we get the trees?*
8. *Should the burlap be left around the ball of dirt when planting?*
9. *What is the story about planting the trees?*
10. *I suppose we ought to keep them moist?*
11. *How far apart should the trees be placed?*
12. *We understand that trees have to be transplanted after we plant them. What's the story?*
13. *What's "root pruning"? And, do we do it?*

We have 35 acres of land, containing about 5 million trees—all sizes and varieties—from which you may make your selection.

From two to six years old—and from six inches to three feet tall.

The trees will arrive at your home wrapped in waterproof paper and burlap. We guarantee their delivery fresh and in perfect condition.

No . . . we make no charge of this kind.

Our trees are taken out and shipped as soon as your order is received.

They certainly are.

UNPACK THEM AT ONCE. Place in a cool, damp spot . . . and, if possible, make a furrow and pack dirt firmly around the roots.

No.

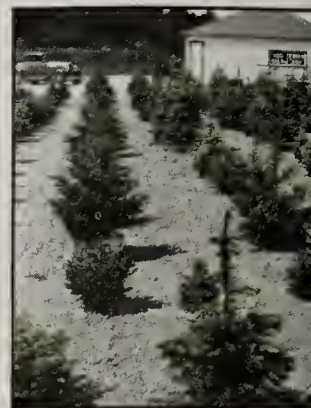
This is really very simple. Use a trowel or light shovel. Make a hole 8 or 9 inches deep and about 6 inches in diameter. Fill the hole half full of water—insert the tree in an upright position—packing the dirt firmly around it.

Yes . . . this is most important . . . and be sure the roots do not dry out. (If they do, you will be minus a tree.) Water the trees once or twice a week, if possible, for two or three weeks—and then occasionally, especially when there hasn't been any rain for quite a time.

Keep them a foot apart.

Transplanting isn't absolutely necessary . . . but you will find that it will increase the density of the foliage and will improve the shape of the tree. You don't want to do this for two years. It is best to first put the trees in a corner of your garden, or some cleared area, set about a foot apart. Then, when you do transplant, cut around each tree with a shovel and lift out with a good ball of earth. Then re-plant.

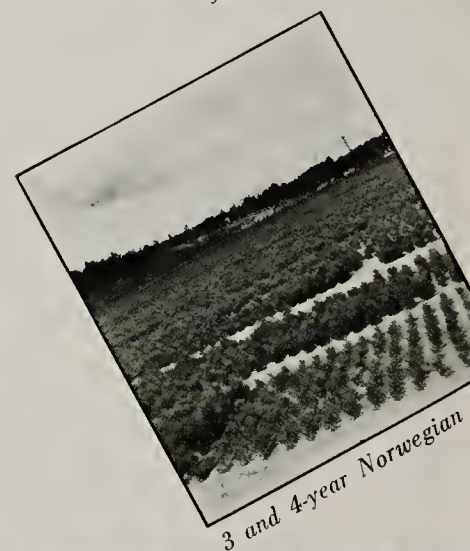
Root pruning is helpful in making a tree dense . . . but doesn't have to be done when the trees are put in



Specimen



4-year White Pines



8 to 10-year Specimen Tr

YOUR PRACTICAL QUESTIONS

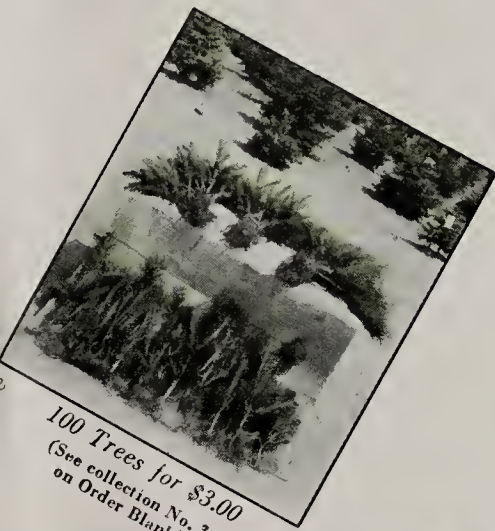
OUR HONEST ANSWERS



Trees



4-year White Spruce



100 Trees for \$3.00
(See collection No. 3
on Order Blank)



and partial view of nursery

14. *What's this about mulching?*

15. *Should we do any artificial shading of our trees?*

16. *Fertilizer?*

17. *Is it all right to plant trees near a foundation?*

18. *How should trees used for ornamentation be grown?*

19. *What kind of evergreens should we use for hedges?*

20. *Suppose the trees don't come or are damaged in transit. Have we any redress?*

21. *Now for costs . . . what are the terms and prices?*

a permanent place. Root pruning is very simple—take a sharp spade and cut around the trees at about the same distance from the base as the branches are from the trunk. This cuts off the roots—giving the main roots a chance to branch out and slow down the growth of the tree making it better formed.

Mulching means putting peat moss, leaves, or hay on the ground around the tree to protect it from frost during the winter. A good plan to follow.

No. Our trees are shaded the first year in the nursery . . . that is enough.

We recommend the use of Vigoro, Loma or any other good tree food, when a vigorous growth is desired. If you want a slow growth, do *not* use fertilizer.

Yes . . . but if you are using a fast-growing tree, to prevent rapid growth, root prune and nip off buds at top of tree as soon as the tree is a few feet high.

They should be transplanted at ages of two years and four years . . . and every other year thereafter until placed in their permanent location.

Use only one specie. For hedges four feet, or less, in height, use arborvitae or hemlock . . . for higher hedges use spruce, red or scotch pine. Trees should be planted two feet apart.

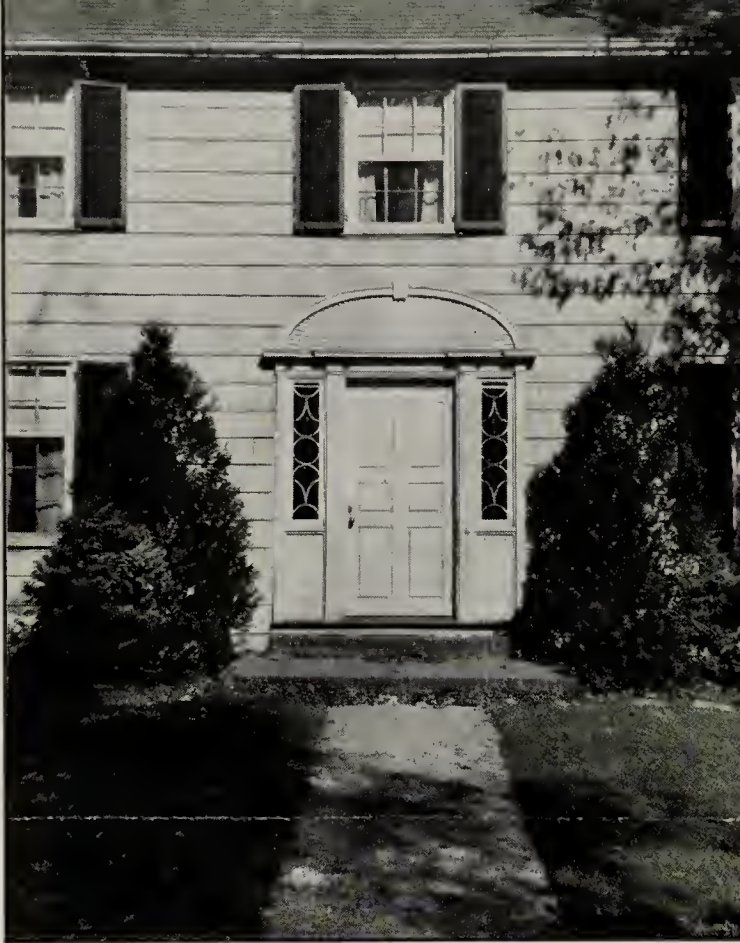
Yes . . . advise us at once if this happens. Any loss in shipment is rare, but in these cases we, of course, "make good."

Our terms are net cash. If you want us to send the trees C. O. D. please send 50% of the amount with the order.

Enclosed is a price list and order blank combined. In the left hand column, check opposite the type of tree the number you wish—and in the right hand column, the cost. Put the total at the bottom—and enclose check, money order, or cash. When you are sending cash, be sure to register your letter, return receipt requested.

A WORD PICTURE OF OUR TREES

Tree	Description	Height in feet at Maturity
AMERICAN ARBORVITAE	Commonly known in New England as White Cedar. For hedges and windbreaks. Dark green foliage, flat wide leaves.	60
AUSTRIAN PINE	Vigorous grower; long dark green foliage. Will thrive in sandy dry soil. Excellent for seashore plantings.	50 to 60
BALSAM FIR	Symmetrical, fragrant. Flat blue-green needles. Prefers medium to heavy soil and will grow in shade.	About 50
COLORADO BLUE SPRUCE	Ranging in shade from slightly blue-green to marvelous blue. The handsome ungrafted, short-leaved tree, native of Colorado. Grows in any soil; prefers sunlight.	Average 80
CONCOLOR FIR	Hardy as far north as southern Canada. Blue-green leaves, pyramidal growth.	60 to 120
DOUGLAS FIR	Soft dark green to gray-blue needles. Rapid grower.	About 70
CANADIAN HEMLOCK	Lacy, graceful foliage—easily pruned. Likes shade, will live in sunlight.	If unpruned, at maturity, 70 feet
EUROPEAN LARCH	A conifer of feathery foliage which loses its needles in the winter. Prefers moist or heavy soil, but will live in medium soil.	60 to 90
MUGHO PINE	Dwarf, slow growing. Hardy everywhere except in wet soils.	
NORWAY SPRUCE	Graceful, symmetrical tree of rapid growth. Pendulous branches, dark green foliage. Makes good hedges and windbreaks, as well as specimen trees. Will grow in shade and will live in either light or heavy soil.	About 80 Dwarf
ORIENTAL PYR. ARBORVITAE	Narrow pyramidal growth. Suitable for formal plantings.	
RED PINE	Dense foliage, beautiful, long, deep green needles. Rapid growing. Will thrive in dry soil. Requires sunlight.	Average 100
SCOTCH PINE	Rapid growing and very ornamental. Light gray-green foliage. Will grow in poor soil and adverse conditions. Good for screens where quick growth is required.	50 to 60
WHITE PINE	The most beautiful native evergreen of New England. Has long, lustrous needles; light green with silvery glint. Thrives in any soil, shade or sunlight.	Average 90
WHITE SPRUCE	Upright and symmetrical; light silvery green foliage. Makes satisfactory hedges and windbreaks. Will stand clipping and pruning. Prefers heavy soil and will grow in shade.	60 to 75



A beautiful doorway made more beautiful by Evergreens.



OUR TREES

Our Evergreens will beautify your home.



OUR trees have a good root system. This is most important in the purchase of a good tree.

We do not sell three-year seedling trees or trees of that age that have had only one year in the seed bed because they become spindling and rarely turn out well-shaped.

Because our trees are grown in Maine, their root development is such that they can stand all types of weather.

Our trees have been sent to all parts of the United States and to several foreign countries—where they have always been successfully grown.

But—remember—the soil conditions are just as important as the geographical location.

WESTERN MAINE FOREST NURSERY
FRYEBURG, MAINE

Be sure you read
all this order and
check it before
mailing.

WESTERN MAINE FOREST NURSERY
FRYEBURG, MAINE

10,000 Satisfied Customers

Remember — you
are getting the fin-
est trees at the
lowest cost!

FALL 1932 — ORDER BLANK

PRINT ORDER

Mr.
NAME (in full) Mrs. _____
Miss _____
Street & Number _____ Rural Route _____ Box No. _____
Post Office _____ County _____ State _____

If this order is to be shipped _____
to another person or address,
write directions here _____

How do you want us
to ship?

Parcel Post _____

Express _____

Collection No. 3 — \$3.00

100 of any variety
or 25 of each kind

25 Scotch Pine
25 Red Pine
25 Norway Spruce
25 White Spruce

6-12 in.
6-12 in.
5-12 in.
5-10 in.

For Our Office Use.

Order received _____

Order shipped _____

QUANTITY	KIND OF TREE	AGE IN YRS.	SIZE (inches)	per 100	per 25	per 10	Total Amount dollars & cents	
	American Arborvitae	3 T	2- 6	\$ 3.00	\$1.00	\$0.50		
	American Arborvitae	6 TT	12-18	20.00	5.50	3.00		
	Austrian Pine	4 T	3- 6	5.00	1.50	.75		
	Austrian Pine	4 T	6-12	8.00	2.50	1.25		
	Austrian Pine	4 TT	6-12	10.00	2.75	1.50		
	Austrian Pine	6 TTT	12-15	20.00	5.50	3.00		
	Balsam Fir	4 T	4- 8	5.00	1.50	.75		
	Balsam Fir	5 TT	6- 8	7.00	2.00	1.00		
	Balsam Fir	6 TTT	8-12	10.00	2.75	1.50		
	Balsam Fir	7 TTT	15-18	15.00	4.00	2.25		
	Canadian Hemlock	6 TT	6-12	20.00	5.50	3.00		
	Colorado Blue Spruce	4 T	5-10	7.00	2.00	1.00		
	Colorado Blue Spruce	5 TT	8-12	15.00	4.00	2.25		
	Concolor Fir	4 T	3- 6	5.00	1.50	.75		
	Douglas Fir	4 T	5-10	3.00	1.00	.50		
	European Larch	6 TT	8-12	7.00	2.00	1.00		
	Mugho Pine	3 T	3- 6	3.00	1.00	.50		
	Mugho Pine	4 T	6- 9	7.00	2.00	1.00		
	Mugho Pine	5 TT	8-12	12.00	3.50	2.00		
	Norway Spruce	4 T	5-10	3.00	1.00	.50		
	Norway Spruce	5 T	6-12	5.00	1.50	.75		
	Norway Spruce	5 T	12-18	10.00	2.75	1.50		
	Oriental Pyramidal Arborvitae	3 T	3- 6	3.00	1.00	.50		
	Red Pine	4 T	5-10	3.00	1.00	.50		
	Red Pine	5 TT	10-15	7.00	2.00	1.00		
	Scotch Pine	4 T	10-15	3.00	1.00	.50		
	*White Pine	4 T	5-10	3.00	1.00	.50		
	*White Pine	7 TTT	18-24	25.00	7.00	3.50		
	White Spruce	4 T	6-12	3.00	1.00	.50		
	White Spruce	5 TT	8-12	5.00	1.50	.75		
	White Spruce	7 TTT	9-12	15.00	4.00	2.25		
	White Spruce	7 TTT	12-15	25.00	7.00	3.50		

T —Transplanted once
TT —Transplanted twice
TTT—Transplanted thrice

*Shipped only to New England
and New York State

50 Trees of same kind and size at the 100 rate.
All prices F. O. B. Fryeburg, Maine.
No orders less than 5 trees of any one variety
or size.
5 sold at 1/2 of ten rate.

TOTAL AMOUNT
FOR TREES

HOW TO SEND MONEY—Post office money order, bank draft or
personal check . . . all are safe in the mails and are acceptable to us.
But if for any reason you can't use any of these methods, wrap the
currency in heavy paper and register the letter. Trees needed quick-
ly may be ordered and paid for by telegraph. Include in your tele-
gram your full address. If you want us to ship Parcel Post include
15c for insurance.

SHIPPING WEIGHT
(approximate)

Trees averaging less than 10 inches—10 pounds per 100 Trees
Trees averaging 8 to 12 inches —15 pounds per 100 Trees
Trees averaging 10 to 15 inches —18 pounds per 100 Trees

On the back of this sheet are the names of friends or neighbors who would be interested in your price list.

